



## 2018 Co-op Advertising Program

**Stretch your advertising dollars by participating in the PDA's Co-op Advertising Program!** PDA commercial and daystall merchants in good standing who create, purchase and pay in full for individual advertising projects for their Market business in 2018 can be reimbursed 50% of their advertising cost (up to \$700 annually for commercial businesses and \$350 annually for daystall businesses), while funds remain. Reimbursement is available on a first-come, first-served basis.

To qualify:

- We reimburse for paid **advertising** in newspapers, magazines, radio and television. Internet advertising, maps and coupon books on a case-by-case basis; please ask in advance if you're unsure that your ad qualifies. We want your advertising and our co-op projects to receive wide distribution, so all projects should be through an established media company and publication.
- The slogan "**Pike Place Market**" or "**Pike Place MarketFront**" must be included in your ad. The mention must be featured in a clear, readable format and must be included in your ad, separately from and in addition to your store/business name or address.
- **Ads must promote your Market business and include your selling location.** Ads for off-site events, trade shows or other selling opportunities will not be reimbursed, even if the co-op slogan is used.
- When advertising more than one retail location for your business, reimbursement will be prorated.
- If participating in a group ad, each of the above requirements must be met in your individual ad.
- Ads placed in a special advertising section of a publication must still meet all of the above requirements (Example: *Seattle Met's* special ad section for Pike Place Market must still say "Pike Place Market" or "Pike Place MarketFront" somewhere in your individual ad).
- The co-op program does not reimburse for program advertising, sponsorship, giveaways, signage, promotional materials, handouts (brochures, postcards, business cards, shopping bags, etc.), in-house printing expenses, hosting or production charges for your own website, or other promotional expenses.
- If trade is given for your ad, the co-op program will only reimburse the cash value paid for the ad (Example: If you place a \$750 ad and provide \$200 in trade, the PDA will reimburse a total of \$275).

To get reimbursed:

- To receive reimbursement, you must **submit a copy of your paid ad invoice showing a zero balance and a copy of your ad (must include the date of publication) from the specific publication.** Please submit your materials to Kalyn Kinomoto at the PDA office or by email at [kalyn.kinomoto@pikeplacemarket.org](mailto:kalyn.kinomoto@pikeplacemarket.org).
- Funds are available on a first-come, first-serve basis while funds are available. There are no guarantees for reimbursement and final reimbursement is at the sole discretion of the PDA. All ads for 2018 must be submitted by January 11, 2019.
- Please contact Kalyn Kinomoto at [kalyn.kinomoto@pikeplacemarket.org](mailto:kalyn.kinomoto@pikeplacemarket.org) with any questions or to receive an update on your co-op advertising reimbursements to-date.